Navigating Change

Britta Fromow
New Zealand
Business Challenges

• Changing legal framework
  • Competition with AU
  • Legal restrictions on NZ practitioners who are also barristers and solicitors
    • Requires unique company structure
    • Very high duty of care
  • New Patent Attorney registration regime
    • Previous cost of $150, now >$20,000
Business Challenges

• Changing environment
  • Internationalisation of employees
    • Staff attraction and retention difficult
      • One staff member recently received four enquiries from recruiters of AU firms in one week
    • Donald Trump effect
Tackling the New World - Strategy

• Smaller, more agile firm
  • Lower overheads
  • Easy to adjust direction
  • Watch for more to come

• Focus on specialist services

• Primary focus on local market
Tackling the New World - Staff

• Very selective staff recruitment
  • Sensitive to skills, qualifications, “fit”

• High value placed on staff – especially qualified staff
  • Flexible remuneration packages
Tackling the New World - Staff

- Workplace culture very important
  - Flexible hours
  - Open door support
  - Fun activities
  - Annual leave & sick leave
  - Equal opportunities
  - Safety: #MeToo, Buildings
  - Embrace technology
    - Electronic files
    - Remote work arrangements